

# Cleaner Air Faster

- **Grow Wisconsin campaign**
- **Voluntary Initiative**
- **Public Private Partnership**
- **Retain ozone attainment**
- **Improve air quality**

# Participating Counties

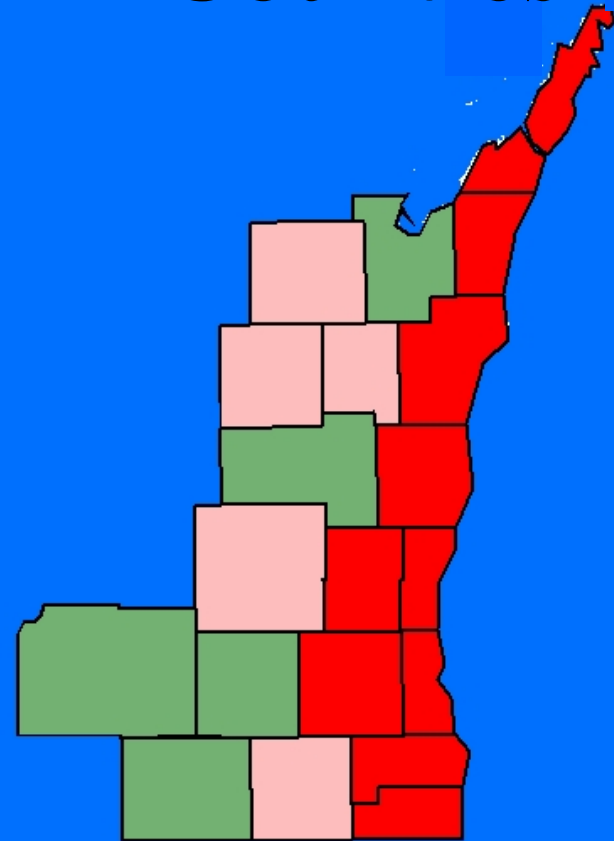
- Counties near O<sub>3</sub> nonattainment area
- CAF began in mid 2003
- Brown, Dane, Jefferson and Rock
- Fond du Lac recently joined as a partner

# Ozone Design Values

# Cleaner Air Faster Counties



Annual Average 4th Highest Peak Daily Running 8-Hr Ozone Values  
(i.e., 8-Hr O<sub>3</sub> "Design Values")  
Wis DNR Ozone Monitoring Sites 2001 - 2003



# 2004 Critical 8 Hour O3 Values

<b>Brown County</b>	<b>94 ppb</b>
<b>Dane County</b>	<b>99 ppb</b>
<b>Fond du Lac County</b>	<b>98 ppb</b>
<b>Jefferson County</b>	<b>91 ppb</b>
<b>Outagamie County</b>	<b>105 ppb</b>
<b>Rock County</b>	<b>88 ppb</b>

**The 4th highest 8 hour rolling average must not exceed this critical value in 2004 to maintain ozone attainment.**

# **Dane County Clean Air Coalition**

Madison Gas & Electric

Kraft Food

Madison Chamber of Commerce

Petroleum Marketers

City of Madison

Dane County

State of Wisconsin (DNR and DOA)

UW-Madison

# Dane County CAC Activities

- Technical Team with workgroups
- Assess emission reduction strategies

 from short to long term reductions

- Comprehensive media strategy

 Launch early June, 2004

# **Jefferson and Rock Counties**

## **Jefferson County Activities**

- Economic Development Consortium is taking the lead
- Private and public sector members
- Considering an ozone action day strategy

## **Rock County Activities**

- Developing relationships with key private and public sectors
- Concerned with Illinois contribution

# **Brown and Fond du Lac Counties**

## **Brown County Activities**

- Developing relationships with key private and public sector members

## **Fond du Lac County Activities**

- Economic Development Corporation has taken the lead
- Many private and public sector cooperators
- Interested in an ozone action day strategy



# **DNR Contributions**

**Assist counties by providing :**

- **Emissions Inventory**
- **Modeling**
- **Assessment of Reduction Strategies**
- **Public Awareness and Education**

# Sources of O<sub>3</sub> Precursors (Jefferson)

Outside the modeling domain	37 %
Initial conditions	2 %
Region 1 (modeling domain)	52 %
Region 2 (Rock/Illinois )	4 %
Region 3 (Dane )	4 %
Region 4 (Jefferson)	1 %
Region 5 (Fond du Lac)	0 %
Region 6 (Brown, Winnebago, Outagamie)	0 %

What You Should Know



About the AIR You're Breathing

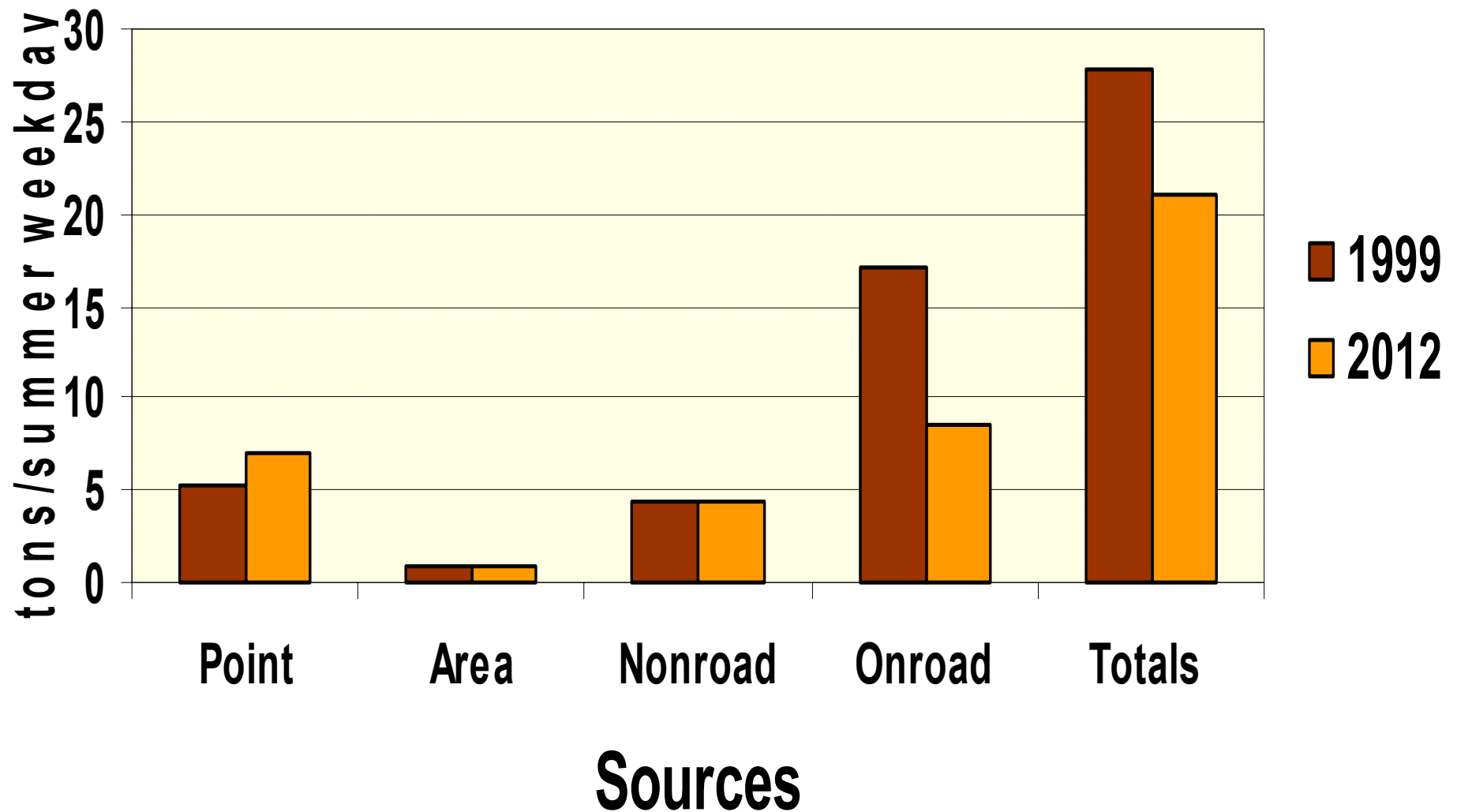
# Air Quality in Wisconsin



ozone



# Rock County NOx Source Trends

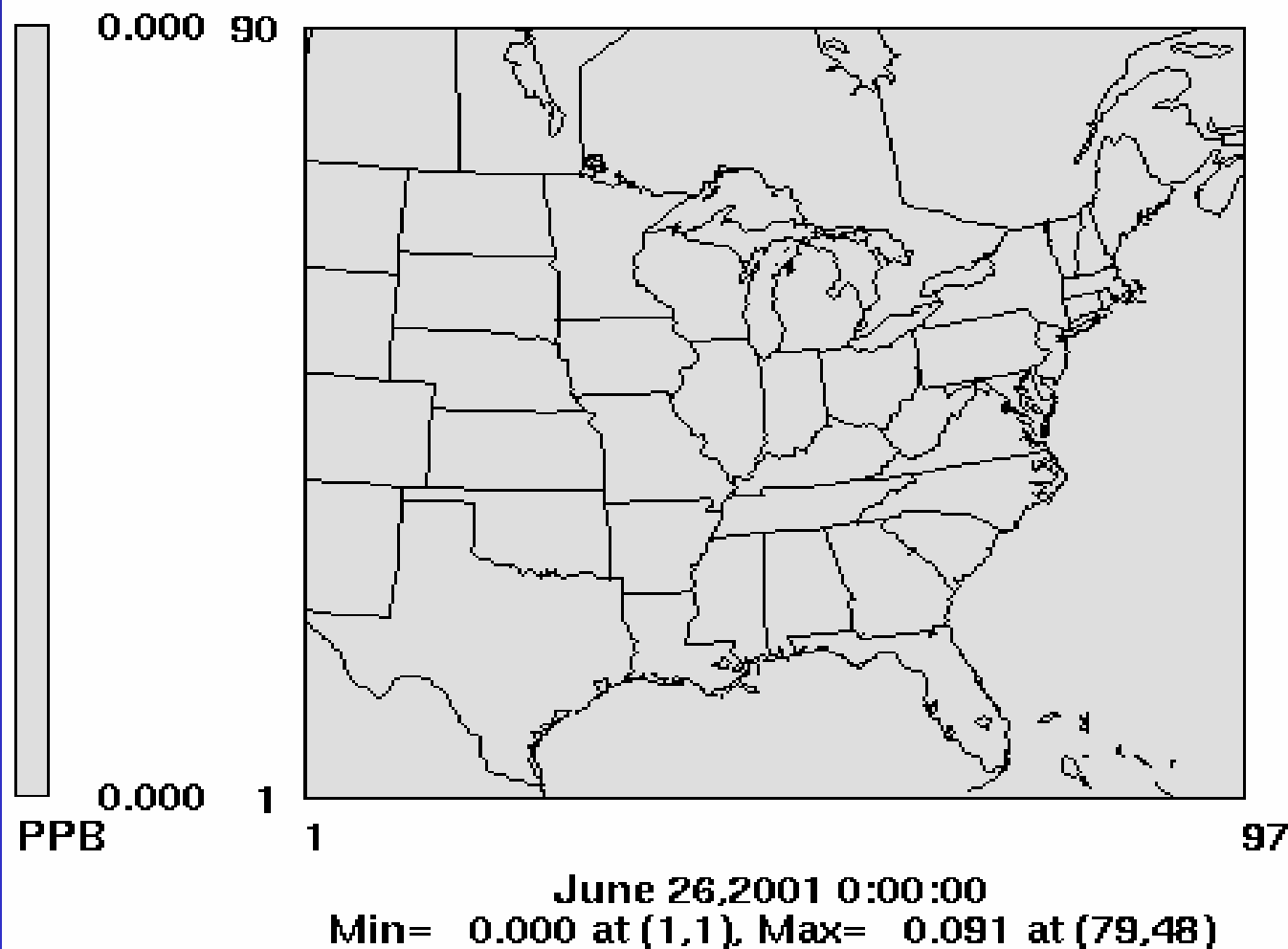


# 15% Precursor Reduction

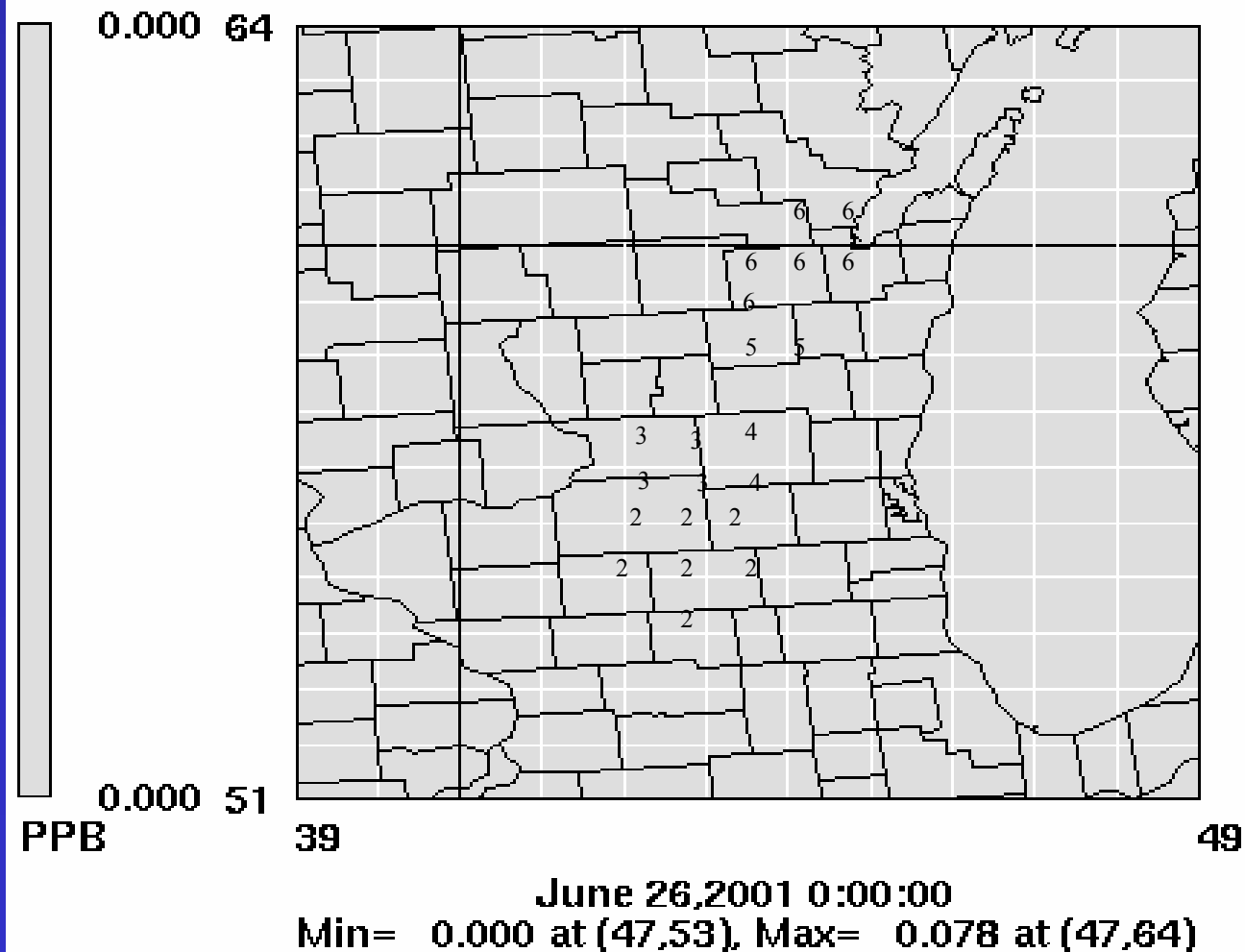
	ppb reduction
<b>Brown County</b>	<b>0.9</b>
<b>Fond du Lac County</b>	<b>0.2</b>
<b>Dane County</b>	<b>0.7</b>
<b>Rock County</b>	<b>0.6</b>
<b>Jefferson County</b>	<b>0.2</b>

**Based on reducing 2012 emissions estimates by 15%**

# Cleaner Air Faster Modeling Domain



# Modeling Domain for the CAF Counties





Layer 1  $(\max(\text{O3a}) - \max(\text{O3b})) * 1000.$

